

17.54.170 Signs

The requirements of this section, together with Sections 17.54.180 through 17.54.200, apply to all signs constructed or altered after the effective date of this chapter, except as otherwise provided by this section, and are in addition to all applicable provisions of the California Outdoor Advertising Act (Business and Professions Code Sections 5200 et seq.). These sections shall be known and may be cited as the Placer County sign ordinance. No sign shall be placed within the unincorporated areas of Placer County except in compliance with the provisions of this chapter, and no sign shall be placed within a public right-of-way or easement without written permission from the Placer County Department of Public Works. The provisions of Appendix "E" (Tahoe City/North Tahoe/West Shore Sign Ordinance) shall apply within the boundaries of the area designated on the exhibit map within that ordinance and shall prevail in the event of a conflict between those provisions and Sections 17.54.180 through 17.54.200.

- A. **Purpose.** These sign regulations are intended to promote the attractive appearance of the County by regulating the design, character, location, type, quality of materials, scale, color, illumination, and maintenance of signs; to promote commerce and create a more attractive economic and business climate; to promote the use of signs that identify land uses and sites without confusion or creating distractions that may cause traffic or safety hazards; and to implement applicable provisions of the Placer County design guidelines manual and the general and community plans. A sign permit is not required where the sign is legally in existence and the applicant proposes to change only the advertising copy on the sign; however, the sign's new copy is subject to design review approval pursuant to the provisions of Section 17.52.070 of this chapter.
- B. **Sign Permit Requirements.** A sign permit shall be required for all on-premises signs (Section 17.54.180) larger than fifteen (15) square feet in area; for all off-premises signs (except for real estate/subdivision advertising signs) (Section 17.54.190); and for all signs in combining -Dc, -Dh, and -Ds zone districts. A building permit shall also be obtained for a sign, if required by Chapter 15 of this code (Construction Requirements).
 1. **Applications.**
 - a. **All Signs Requiring Permits.** An application for a sign permit shall be filed with the Planning Department using the forms supplied by the department, together with all information and materials specified on the forms, and the filing fee required by the most current Planning Department fee schedule.
 - b. **Multi-use Sites.** An application for a sign permit on a site with three or more separate land uses or commercial or industrial tenants shall include an overall sign program for all uses on the site. The sign program shall provide for the use of a consistent sign design style, and the same or complementary type of materials, colors, and illumination in all signs on the site. The sign program shall either be submitted for County approval as part of the discretionary land use permit application for the overall site development, or separately as a design site review application.
 2. **On-premises Signs.** A sign permit for an on-premises sign shall be approved if the Planning Director determines that the proposed sign is consistent with the requirements of Section 17.54.180 (On-premises signs) and the Placer County design guidelines.
 3. **Off-premises Signs.** An off-premises sign shall be permitted and constructed as follows:
 - a. **Permit Approval or Disapproval.** The permit application shall be reviewed by the Zoning Administrator, who shall either issue the permit together with written certification that the proposed sign will be consistent with the requirements of Section 17.54.190 (Off-premises signs), or shall indicate the reasons for denial of

the permit in writing on the application, which shall then be returned to the applicant.

- b. **Sign Completion.** The construction of an approved off-premises sign shall be completed within one year of permit issuance, or within such other time period as is specified by the Zoning Administrator upon approval of the permit. If not completed within one year from the date of permit issuance, or other time period as is specified in the permit, the permit shall expire. No sign construction shall occur after the expiration of a sign permit until and unless a new permit is applied for and approved.

- 4. **Variances.** No variance to the provisions of this chapter shall be granted which allows the placement of a sign in a zone district other than where it would otherwise be allowed. (Advisory Comment. Such variances are prohibited pursuant to Section 65906 of the California Government Code (see also Section 17.60.100(A)(3) of this chapter.)

- C. **Type and Area of Allowed Signs.** The allowed type and area of signs are determined by Sections 17.54.180 (On-premises signs), 17.54.190 (Off-premises signs), and as follows:

- 1. **Measurement of Sign Area.** For the purpose of determining whether a sign is consistent with the requirements of this ordinance, the area of a sign shall be measured as the area in square feet of the smallest rectangle within which a single sign can be enclosed, or the two smallest rectangles where the sign copy is on two lines or is comprised of a logo and letters, as follows (also see Figure 17.54-I):

- a. **Sign Faces Counted.** Where a sign has two faces containing sign copy, which are oriented back-to-back and separated by not more than thirty-six (36) inches at any point, the area of the sign shall be measured using one sign face only.
- b. **Wall-mounted Letters.** Where a sign is composed of letters individually mounted or painted on a building wall, without a border or decorative enclosure, the sign area is that of the smallest single rectangle within which all letters and words can be enclosed. If the sign is a combination of words and/or a logo, the area of the sign shall be measured as the area in square feet of the smallest rectangles within which the complete words and/or logo(s) can be contained (see also Figure 17.54-I).
- c. **Three-dimensional Signs.** Where a sign consists of one or more three-dimensional objects such as balls, cubes, clusters of objects or sculptural or statue-type trademarks, the sign area shall be measured as the area of the smallest rectangle within which the object(s) can be enclosed, when viewed from a point where the largest area of the object(s) can be seen.

NOTE: Relief from standards may be granted through Administrative Approval subject to Section 17.60.105(A)(6).

- 2. **Exempt Signs.** The following on-premises signs are exempt from the sign permit and other requirements of Sections 17.54.180 and 17.54.190, as long as they comply with the provisions of this subsection, have a building or electrical permit if required by Chapter 15 of this code (Construction Requirements), and do not exceed a height of six feet, except where otherwise provided below.

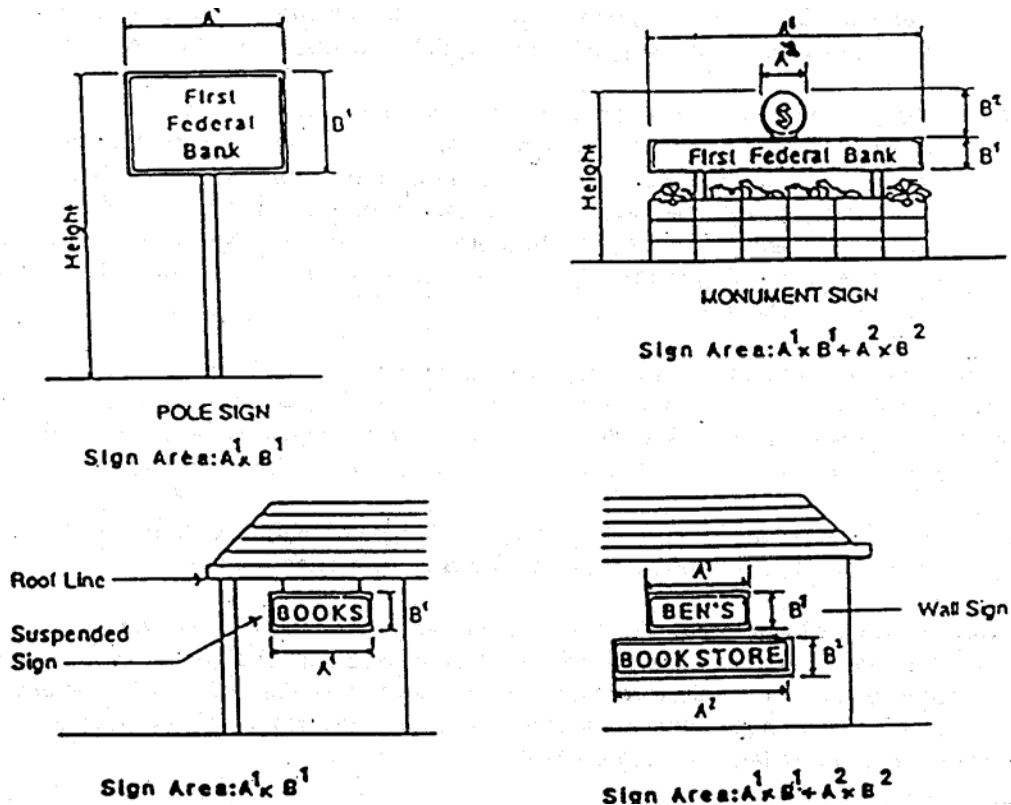


FIGURE 17.54-I
SIGN TYPES, MEASUREMENT OF SIGN AREA

- a. **Building Directory Signs.** Wall-mounted building directory signs for pedestrian use, listing building tenants or occupants, provided that such directories do not exceed ten (10) square feet on any single building wall, nor a height of eight feet.
- b. **Construction Signs.** Two signs up to a combined total of thirty-two (32) square feet not higher than eight feet, identifying parties involved in construction on the premises and future sales or activity for which the construction is intended. Such signing shall not include the advertisement of any products. Removal is required before issuance of a certificate of occupancy.
- c. **Fuel Dispenser Signs.** Gasoline product signage and company or brand logos on product dispensing pumps, so long as no one sign is larger than five square feet in area.
- d. **Hazard Signs.** Public utility company and other signs indicating danger, the location of underground utilities, or of construction, excavation, or similar hazards so long as the hazard exists.
- e. **Holiday Decorations.** Temporary holiday decorations containing no advertising copy are allowed without height limits, provided that decorations for a single holiday or season are not in place for more than sixty (60) days.

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- f. **Interior Signs.** Signs not visible from public streets or adjacent properties, such as signs in interior areas of shopping centers, commercial buildings and structures, ball parks, stadiums and similar recreational or entertainment uses.
- g. **Miscellaneous Information Signs.** Miscellaneous permanent information signs containing no advertising copy, in commercial and industrial zones, with an aggregate area not to exceed four square feet at each public entrance nor twelve (12) square feet total, indicating address, hours and days of operation, whether a business is open or closed, credit card information, copy applied to fuel pumps or dispensers, and emergency address and telephone numbers.
- h. **Non-commercial Personal Statement Signs.** Temporary or permanent signs, not otherwise described in this section, which express a political or social statement. Such signs may be installed, constructed, erected or otherwise placed only under the following circumstances:
 - i. Where the sign is placed by the owner of the property on which the sign is located; and
 - ii. Where the sign is a maximum of sixteen (16) square feet in area when located in any residential zone district, or is a maximum of twenty (20) square feet when located in any agricultural zone district, or is a maximum of one hundred (100) square feet when located in any commercial or industrial zone district; and
 - iii. Where the sign is placed at least five feet from any property line and does not exceed a height of six feet; and
 - iv. Where the installation of the sign does not cause a public health or safety hazard, as determined by the Planning Director (e.g., the sign may not interfere with drivers' sight distance on any public or private road, or on any driveway entering a public or private road); and
 - v. Where any and all construction permits required for the placement of the sign have been obtained from Placer County and/or from other appropriate regulatory agencies.

[Note: It is not the intent of this provision to prohibit the free expression of personal opinion regarding political and social issues, but only to regulate the size and placement of such signs in order to protect the public health, safety and welfare and to avoid incompatibility with the surrounding local neighborhood or community.]
- i. **Official Signs and Flags.** Official federal, state or local government flags, historical markers, and official traffic, directional guide and other informational signs, and official and legal notices issued by any court, person or officer in performance of a public duty. Flag poles are subject to the height limits established for the applicable zone district by Sections 17.06.060 et seq., (Zone district regulations).
- j. **Prohibition Signs.** "No Trespassing," "No Parking," and similar warning signs.

k. **Real Estate Signs**

- i. **For Sale Signs.** Temporary signs indicating only that property on which the sign is located is for sale, rent or lease. Only one sign is permitted to face each street adjacent to the property. Such signs may be a maximum of four square feet or less on property in residential land use districts and thirty-two (32) square feet or less in nonresidential land use districts.
- ii. **Model Homes.** Temporary signs, banners and decorations for a model home and/or sales office within a new subdivision; provided, that the aggregate area of such signing for each model home does not exceed thirty-two (32) square feet.
- iii. **Open House.** Temporary signs or banners attracting attention to an open house, with signing having a maximum aggregate area of sixteen (16) square feet, to be in place a maximum of eight days in any thirty (30) day period.

- l. **Residential Identification Signs.** Individual residence identification signs, including but not limited to names of occupants and home occupations, limited to a total aggregate area of two square feet, excluding street numbers.

- m. **Safety and Directional Signing.** Parking lot and other private traffic directional signs, including disabled access and parking signs, each not larger than five square feet. Such signs shall be limited to guidance of pedestrian or vehicular traffic on the premises, and shall not display any logo or name of a product, establishment, service, or any other advertising.

- n. **Street Addresses.** Street address numbers mounted or painted on building walls or doorways.

- o. **Temporary Sales and Events.** Banners, signs or decorative materials for an event conducted pursuant to Sections 17.56.160(C), 17.56.160(D) and 17.56.160(G) (Outdoor retail sales), or grand openings of a new facility on the same site. Such banners, signs and materials are limited to a maximum aggregate area of one hundred (100) square feet per site and a maximum time of forty-five (45) days per year. Uses permitted under Section 17.56.300 (Temporary Uses) are limited to a maximum aggregate area of one hundred (100) square feet per site of banners, signs or decorative materials or as otherwise provided by the use permit.

- p. **Window Signs.** Temporary window signs, either painted with water-soluble paint, or constructed of paper, cloth or similar expendable material, provided the total area of such signs is not more than twenty-five (25) percent of the window area, and provided that such signs are in place no longer than thirty (30) days in any sixty (60) day period.

- D. **Prohibited Signs and Sign Materials.** The following signs and sign materials are prohibited, as well as any other sign or sign materials that are not consistent with the provisions of this ordinance.

- 1. **"A"-frame Signs.** On-premises or off-premises signs with two or more pieces of any rigid material whatsoever joined at the top so as to form an "A" when viewed in profile, which are not permanently affixed to the ground or a building, and which are otherwise consistent with the definition of a sign.

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2. **Animated Signs.** Signs with any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and electronic changeable copy signs with cycle rates longer than three seconds, and traditional barber poles.
 3. **Hazardous Signs.** Any sign that creates a traffic safety hazard by interfering with a driver's sight distance
 4. **Inflated/Lighter-Than-Air Signs.** (Except as provided in Section 17.54.180(C)(2)).
 5. **Obsolete Signs.** Any sign or sign structure identifying a use or activity that has not occupied the site for more than six months.
 6. **Off-premises Signs.** Except as provided by Section 17.54.190, any off-premises sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards and other off-premises outdoor advertising signs.
 7. **Portable Signs.** Signs not permanently affixed to the ground, an approved support structure or a building.
 8. **Signs on Public Property.** Signs within a public road right-of-way, or placed on any other public property, except when placed on such property by the public agency having jurisdiction.
 9. **Signs on Natural Features and Other Structures.** Signs affixed to or painted on trees, rocks, or other natural features, or on utility poles, street sign poles, traffic signal equipment and poles, or garbage receptacles.
 10. **Signs Without Permits.** Any sign without an approved sign permit, unless specifically exempt per subsection (C)(2) of this section.
 11. **Simulated Traffic Signs.** Any sign that simulates or imitates in color or design any traffic sign or signal, or uses words, symbols or characters that may interfere with, mislead or confuse pedestrian or vehicular traffic.
 12. **Vehicle Signs.** Signs on vehicles, including trailers, when a vehicle is parked or stored on property for the purpose of identifying a business or advertising a product on the same site or a different site, unless the sign is permanently fixed to the vehicle, and the vehicle is used by the business to conduct its daily operations on a regular basis.
- E. **Setbacks for Freestanding Signs.** Any freestanding signs allowed by Sections 17.54.180 and 17.54.190 shall be located a minimum of five feet from any property line (see Figure 17.54-J).
- F. **Illumination of Signs.** Any lighted sign shall be illuminated only by continuous and stationary light sources. If the light sources are external to the sign or are otherwise physically detached from the sign, they shall be directed at the sign so that only the sign face is illuminated, except for neon tubing which may be installed so as to be viewed directly whether mounted externally or internally. All other internal light sources shall be installed so that they are visible only through translucent panels or letters. Flashing or intermittent lights are allowed only as provided in subsection (D)(2) of this section (Prohibited Signs and Sign Materials), for time and temperature signs.
- G. **Construction and Maintenance.** Each sign and all its components shall be manufactured, assembled and erected in compliance with all applicable state, federal and County regulations, and the Uniform Building Code. Each sign including those exempted from this ordinance by subsection (C)(2) of this section shall be maintained in a safe, clean and legible condition at all times.

- H. **Changes to Approved Signs.** A sign that has been approved pursuant to this section shall not be changed or replaced, nor shall any design elements of any building or lot where a sign is located be changed or replaced if any such design element was a basis for the approval of a sign, without a new sign permit first being obtained. Any change in the sign face copy to modify the business name or other information on the sign requires the issuance of a new sign permit; however, no sign permit fee shall be charged so long as the change is consistent with the Placer County design guidelines and/or with any applicable provisions of the general or community plan district in which the sign is located, as determined by the Planning Director.

(ZO § 10.090)

17.54.180 On-Premises Signs

Signs located on the same site as the business, activity, product, service or persons they advertise shall be subject to the following requirements, except as otherwise provided by Article 17.56 for a specific land use. All signs are subject to the sign permit requirements and other applicable provisions of Section 17.54.170.

- A. **Commercial and Industrial Districts.** The following signs are allowed in commercial and industrial districts:
1. **Freestanding Signs.** Monument signs and other signs that are not attached to any building are allowed as follows (see also subsection (A)(4) for the maximum area of signs allowed in the Tahoe-Sierra area):
 - a. **Number of Signs Allowed.** One per site for parcels with less than six hundred (600) linear feet of continuous street frontage; two per site for parcels with six hundred (600) linear feet or more of continuous street frontage and with at least two vehicle entrances to the site. Corner lots with less than two acres may have one freestanding sign per street frontage where the sign area of each sign is not more than one-half of the maximum allowed by subsection (A)(1)(b), of this section.
 - b. **Sign Area.** One square foot of sign area is allowed for every two feet of continuous linear street frontage of the site, with a maximum of one hundred (100) square feet for each permitted freestanding sign.
 - c. **Sign Setbacks.** Freestanding signs shall be set back from all property lines a minimum of five feet, as required by Section 17.54.170(E), and shall also be set back from the intersection of any two lot lines at a street corner by a minimum of one hundred (100) feet, and from any other freestanding sign (including such a sign on an adjoining lot) by at least fifty (50) feet. (See Figure 17.54-J.)
 - d. **Height Limit.** Twenty-five (25) feet or the height of the tallest building on the site (thirty-five (35) foot maximum in Highway Services (HS) zone district), whichever is lower, except where this section sets a different height limit for a special-purpose sign, and except where the Placer County design guidelines manual or any applicable community plan establishes a reduced height limit.
 - e. **Shopping centers.** Freestanding signs for all projects defined as “shopping centers” and all uses in CPD zone districts shall advertise only the name of the shopping center as a whole. Individual business names are not permitted on freestanding signs in such instances.

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2. **Wall Signs.** Signs may be placed on each building frontage, below the roof line. In buildings with multiple tenants (store fronts), each tenant space shall be considered a building frontage. Maximum aggregate sign area for all building signs shall not exceed one square foot for each linear foot of the width of the building frontage on which the sign is installed, up to a maximum area of one hundred (100) square feet, except that an additional 0.5 square feet of sign area may be permitted for each linear foot of building frontage over one hundred (100) feet.
3. **Projecting or Suspended Signs.** One projecting sign may be placed on each building frontage of a main building below the roof line, or a suspended sign may be hung from an eave or overhang on each building frontage. Such signs shall not exceed eight square feet in area, and shall not project closer than two feet to any street curb face.

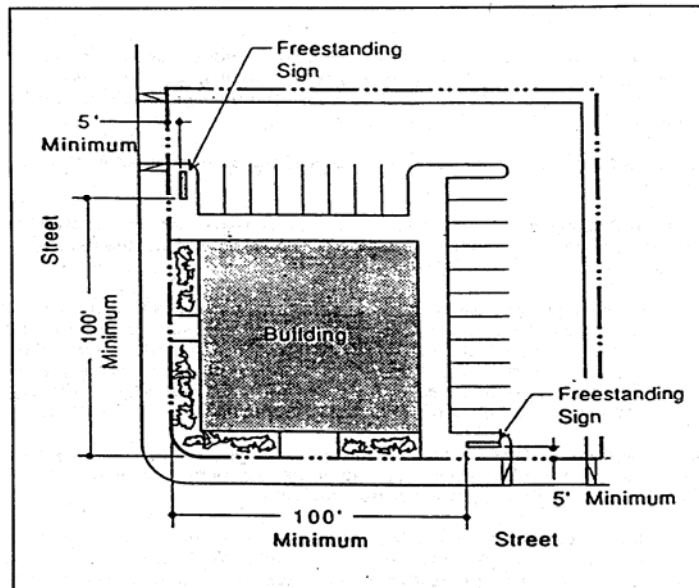


FIGURE 17.54-J
SETBACKS FOR FREESTANDING SIGNS

4. **Tahoe-Sierra Sign Area Restrictions.** Within the Tahoe-Sierra area, sign restrictions shall be as set forth in the applicable community plan or adopted sign ordinance applicable to the location of the sign (e.g., the Tahoe City/West Shore Sign Ordinance (See Appendix "D") or the North Tahoe community plans and area general plan sign ordinance (See Appendix "C")). Circumstances not regulated by such plans or ordinances shall be governed by the appropriate provisions of this section.
- B. **Agricultural and Open Space Districts.** The following signs are allowed in agricultural or open space districts:
1. **Freestanding Signs.** Two signs with a maximum aggregate area of twenty (20) square feet are allowed for each site of an agricultural or open space use. Such signs shall not exceed a height of six feet.
 2. **Wall Signs.** One wall sign is allowed for each principal or conditional use on the main building, with a maximum area of twenty (20) square feet.

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C. **Special-purpose Signs.** The following signs are allowed in all zone districts:

1. **Commercial and Public Assembly Uses in Non-commercial Zones.** When a commercial or public assembly use is approved in other than a commercial zone, the use shall be limited to a total aggregate sign area of fifty (50) square feet, unless otherwise regulated by any applicable community plan provisions, any adopted design guidelines for the area in which the sign is located or any conditions of approval of a conditional use permit, minor use permit or administrative review permit. Such signs(s) are limited to no more than two in number, one of which may be freestanding with a maximum height of six feet.
2. **Inflated and/or Lighter-Than-Air Signs.** Blimps, balloons and similar lighter-than-air or inflated advertising devices shall be allowed only to advertise the sale of agricultural products grown on the same site when the agricultural products are "in season," not to exceed three months per year, subject to the following requirements:
 - a. Only one such device is allowed for each agricultural enterprise.
 - b. The device shall not have lighting or electronic displays, and shall have no flags, banners or similar materials along the tether line or on the inflated device itself.
 - c. The longest dimension of the inflated device shall not exceed fifteen (15) feet.
3. **Institutional Signs.** Institutional uses such as schools, houses of worship, community centers or other public and quasi-public uses are allowed a maximum of two signs not more than twenty-four (24) square feet in aggregate area. One such sign may be freestanding, with a maximum height of six feet.
4. **Neighborhood Identification Signs.** Planned development neighborhoods, apartment complexes, subdivision developments, or similar housing enclaves are allowed a maximum of two permanent signs with a maximum aggregate area of fifty (50) square feet for each primary entrance, identifying apartment projects, subdivision names, etc.
5. **Tract Signs.** The original sale of lots within a subdivision may be advertised by two temporary signs with a maximum aggregate area of one hundred (100) square feet and a height limit of six (6) feet; except that in the Tahoe-Sierra area, the signs are limited to an aggregate area of fifty (50) square feet and a height limit of six feet. Permits for such signs shall be issued for a maximum of two years only. (ZO § 10.092)
6. **Menu Board Signs.** A menu Board sign for drive-thru restaurants may be permitted in addition to the maximum number of freestanding signs permitted by Section 17.54.180(a)(1)(a). The menu Board shall not exceed a height of six (6) feet, the sign area of the menu Board shall be included in the aggregate freestanding sign area permitted by Section 17.54.180(A)(1)(b), and the maximum area for advertising copy shall not exceed one square foot. The menu Board shall be located such that it is screened from adjacent streets.

17.54.190 Off-Premises Signs

Signs not located on the same site as the business, activity, product, service or persons they advertise shall be subject to the following requirements, as well as the sign permit requirements and other applicable provisions of Section 17.54.170.

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- A. **Agricultural Sales Signs—Farm Zone.** The sale of agricultural products within the farm zone (Section 17.10.010), pursuant to Section 17.56.160 (Outdoor retail sales) may be advertised by one off-site sign also located within the farm zone, subject to minor use permit approval (Section 17.58.130). The sign shall not exceed thirty-two (32) square feet in area.
- B. **Election Campaign Signs.** Political signs advertising candidates or positions on issues for an election campaign may be placed on private property only subject to the following requirements:
1. **Location of Signs.** Election campaign signs shall:
 - a. Be prohibited within any public right-of-way
 - b. Meet the setback requirements of Sections 17.54.170(E) (Setbacks for Freestanding Signs) and 17.54.170(A)(1)(c). (Commercial and Industrial Districts—Sign Setbacks).
 2. **Maximum Sign Area.** Thirty-two (32) square feet.
 3. **Property Owner Consent Required.** The placement of election campaign signs shall only occur with the permission of the owner of the property where the sign is to be placed.
 4. **Deposit.** No election campaign signs shall be posted until the responsible person or organization first deposits two hundred dollars (\$200.00) with the elections division of the County clerk/recorder/registrar department to guarantee removal of the signs as required by this section. The deposit shall be accompanied by written authorization for the County to enter private property to remove such signs if not removed as required by subsection (B)(5) of this section. The deposit shall be refunded if the signs are removed within the time required by subsection (B)(5).
 5. **Time Limit for Posting, Removal Required.** Election campaign signs may be posted no sooner than sixty (60) days before the applicable election, and shall be removed from public view no later than twenty-one (21) days after such election.
 6. **Variance Not Allowed.** No variance to the provisions of this subsection (B) shall be allowed pursuant to Section 17.58.130 (Variance).
 7. **Enforcement.** If an election campaign sign is in violation of the provisions of this section, notice shall be given by the code enforcement officer to either the property owner or manager and/or the candidate and/or organization for which the sign was placed, that directs removal of the sign within seven days of the date of the notice. Failure to remove the sign shall be punishable as provided in Article 17.62 (Enforcement).
- C. **Commercial/Industrial Complex Signs.** Off-premises signs in a commercial or industrial zone district shall be constructed, erected, installed or placed only if such signs are in compliance with the following requirements, and a minor use permit is first obtained. Off-premises signs in residential multifamily (RM), motel (MT) or office and professional (OP) districts may also be permitted, subject to the following requirements and provided that a minor use permit is first obtained:
1. **Location.** Such off-premises signs shall:
 - a. Not be erected within any public road right-of-way. Such signs may be erected within a private road right-of-way or within an access easement only if such an installation does not create a public health or safety hazard and does not interfere

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with drivers' sight distance along any public or private roadway or at any intersection of public/private roads); (including any driveway entrances on to such roads; and

- b. Be permitted immediately adjacent to an entrance road/driveway only where a business, a group of businesses or a business complex has no direct frontage on the road which provides primary public access to it. For purposes of this provision, "direct frontage" shall mean that a portion of the property upon which the business(s) is located, other than any area included within a road right-of-way or access easement fifty (50) feet or less in width, immediately abuts the primary public access road used by the business(s) which advertise on the sign structure; and
 - c. Not exceed one sign structure per location, although more than one business sign may be permitted on a single sign structure. Such a sign structure is permitted in addition to any otherwise permitted on-premises freestanding sign;
 - d. Be set back from the edge of the right-of-way for the primary public access roadway a minimum of five feet.
2. **Size.** The size standards for off-premises commercial/industrial signs shall be as follows:
- a. The display area shall be a maximum of fifty (50) square feet in aggregate area, regardless of the number of individual businesses which advertise on the sign.
 - b. The sign structure shall not exceed twenty-five (25) feet in height, measured from the existing grade to the highest point on the sign, nor shall such a sign exceed the height limits provided in any adopted community plan or in the County design guidelines manual.
3. **Design.** Off-premises commercial/industrial signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces may be viewed simultaneously. Such signs must be consistent with the design provisions of any adopted community plan and/or the County design guidelines manual, where applicable.
- D. **Temporary Off-Premise Real Estate/Subdivision Advertising Signs.** Off-premise signs advertising the sale of real estate and providing the public with directions to such real estate may be constructed, erected, installed or placed only if such signs are in compliance with the following requirements.

[Note: This section reflects Placer County's determination of reasonable location and design features for real estate advertising signs as authorized by Section 713 of the California Civil Code.]

- 1. **Real Estate Advertising Signs—No Permit Required.** Real estate advertising signs which meet the following criteria are permitted as a matter of right.
 - a. **Location.** Temporary off-premises real estate advertising signs shall:
 - i. Be prohibited within any public or private road right-of-way or access easement; and
 - ii. Be setback at least five feet from a property line or the edge of a road right-of-way (whichever is greater); and

- iii. Not be located within one thousand (1,000) feet of any other temporary off-premises real estate sign; and
 - iv. Not be installed, placed, erected or constructed so as to create a public health or safety hazard, as determined by the Planning Director, nor shall such a sign interfere with drivers' sight distance along any public or private roadway or at any intersection of public/private roads (including any driveway entrances on to such roads); and
 - v. Not be installed, placed, erected or constructed on property containing any other freestanding sign
 - b. **Size.** The size standards for temporary off-premises real estate advertising signs are as follows:
 - i. The display area shall be a maximum of three square feet; and
 - ii. Where a sign has two faces containing sign copy, which are oriented back-to-back, the area of the sign shall be measured using one sign face only; and
 - iii. The sign structure shall not exceed six feet in height, measured from the existing grade to the highest point on the sign.
 - c. **Design.** The design criteria for temporary off-premises real estate advertising signs shall be as follows:
 - i. Such signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces can be simultaneously viewed; and
 - ii. Such signs shall not be lighted (externally or internally), nor shall any portion of a sign or its support structure be animated in any way.
 - d. **Installation and Removal.** All of the following provisions shall apply to the installation, placement, erection, display or construction of a temporary off-premises real estate advertising sign:
 - i. A subdivision shall only be advertised on such a sign if a final map has been recorded and the improvements are accepted as complete except, if the construction of a temporary sales office or one or more model homes has been approved by the Planning Commission for a specific subdivision, that subdivision's name may be included on a temporary off-premises subdivision sign when a final map has been recorded and the sales office or model homes are certified for use and occupancy; and
 - ii. Such signs shall be removed within thirty (30) days following the sale or lease of the advertised real estate.
2. **Subdivision/Real Estate Advertising Signs.** Subdivision/real estate advertising signs which meet the following criteria are permitted.
- a. **Location.** Temporary off-premises subdivision signs and sign structures shall:

- i. Be prohibited within any public or private road right-of-way or access easement; and
 - ii. Meet the setback requirements of Sections 17.54.170(E) (Setbacks for Freestanding Signs) and 17.54.180(A)(1)(c) (Commercial and Industrial Districts —Sign Setbacks); and,
 - iii. Not exceed one sign structure per intersection, nor be located within one thousand (1,000) feet of any other off-premises subdivision sign; and
 - iv. Not be installed, placed, erected or constructed so as to create a public health or safety hazard, as determined by the Planning Director, nor shall such a sign interfere with drivers' sight distance along any public or private roadway or at any intersection of public/private roads (including any driveway entrances on to such roads); and
- b. **Size.** The size standards for off-premises subdivision signs shall be as follows:
- i. The display area shall be a maximum of thirty-six (36) square feet, with no individual subdivision sign exceeding eighteen (18) square feet; and,
 - ii. Where a sign has two faces containing sign copy, which are oriented back-to-back (or in such other manner so that only a single face is visible at any one time) and are not separated by more than thirty-six (36) inches at any point, the area of the sign shall be measured using one sign face only; and
 - iii. The sign structure shall not exceed six feet in height, measured from the existing grade to the highest point on the sign.
- c. **Design.** The design criteria for off-premises subdivision signs shall be as follows:
- i. Such signs shall be freestanding and shall not have more than two faces. The two faces shall not be placed, installed, erected or constructed in such a manner that both faces can be simultaneously viewed; and
 - ii. The materials and colors of such signs and their supporting structures shall be reviewed by the Placer County design review committee as a part of the design review process (addressed in Section 17.52.070 if such signs are proposed in a design review combining zone district. Any landscaping, accessory structures (e.g., planter boxes, etc.) shall be reviewed in the same manner; and
 - iii. Such signs shall not be lighted (externally or internally), nor shall any portion of a sign or its support structure be animated in any way.
- d. **Installation and Removal.** All of the following provisions shall apply to the installation, placement, erection or construction of off-premises subdivision signs:
- i. No such sign structure shall be erected until at least one subdivision is advertised thereon; and
 - ii. A subdivision shall only be advertised on such a structure if a final map has been recorded and the improvements are accepted as complete by the County; except, if the construction of a temporary sales office or one or more model homes has been approved by the Planning Commission for a

specific subdivision, that subdivision's name may be included on a temporary off-premises subdivision sign when a final map has been recorded and the sales office or model homes are certified for use and occupancy by the building department; and

- iii. A subdivision shall only be advertised by the name shown on the subdivision's final map, or by such other name as has been officially approved or recognized; and
- iv. A subdivision's name and related information (see subsection (C)(2)(c)(iii)) shall be removed from such a structure within thirty (30) days if no model homes or lots are available for viewing or sale; and
- v. Any such sign structure which has had no subdivision name advertised on it for a period of ninety (90) days or more shall be removed within one hundred twenty (120) days after the last subdivision name was advertised on the structure. (ZO § 10.094)

17.54.200 Nonconforming Signs

This section recognizes that the eventual elimination of existing signs that are not in conformity with the provisions of this article is as important as the prohibition of new signs that would violate these regulations. This section also recognizes and is intended to be consistent with the provisions of Section 5496—Section 5499 of the California Business and Professions Code.

A. **Continuation of Nonconforming Sign.** A legally established sign that does not conform to this article may continue to be used, except that the sign shall not be:

- 1. Structurally altered to extend its useful life;
- 2. Expanded, moved, or relocated;
- 3. Re-established after a business has been discontinued for ninety (90) days or more;
- 4. Re-established after damage or destruction of more than fifty (50) percent of the sign value, as determined by the Planning Director.

Any nonconforming sign shall be required to be brought into conformance or removed as a condition of approval of any design review, administrative review permit, minor use permit, conditional use permit or variance that is granted on the same site for the alteration, reconstruction or new use of the building for which the sign was formerly used.

B. **Sign Copy Changes.** Sign copy and sign faces may be changed when there is no change in the use of the site or when only a portion of a multiple-tenant sign is being changed. A change of ownership does not, in and of itself, constitute a use change.

C. **New Signs on the Same Site.** A new sign in conformity with this ordinance may be approved for a site that contains nonconforming signs, provided that the aggregate area of signs on the site does not exceed that allowed by Section 17.54.180 (On-premises signs).

D. **Amortization and Removal.** A nonconforming sign that exceeds the height, size, or spacing requirements of this article by more than ten (10) percent, or that is nonconforming with respect to one or more of the other sign regulations of this chapter, shall be changed to comply with the sign

Signs**17.54.200**

regulations of this chapter or removed from the site within fifteen (15) years of the effective date (i.e., August 24, 1995) of this section.

1. If the nonconformity consists of too many freestanding signs or more total sign area than allowed on a single lot, the person responsible for the nonconforming signs may determine which signs need to be changed or removed to bring the signs into conformity with the provisions of this chapter.
2. Off-premises signs that are protected from enforced removal by applicable provisions of state law shall be required to be removed only as allowed by state law.
3. A sign considered to be of historic or artistic merit may be retained if a conditional use permit is granted by the Planning Commission to authorize the continued use of such a sign, with findings documenting the special nature of the sign.

- E. **Tahoe-Sierra Nonconforming Sign Provisions.** When any modification is made to a nonconforming sign within the areas governed by the Tahoe City/West Shore Sign Ordinance or the North Tahoe Community Plans and Area General Plan Sign Ordinance (See Appendices "D" and "C", respectively), such sign must be brought into conformance with all provisions of said ordinances (except where the only nonconforming feature of the sign is noncompliance with currently-required setbacks, in which case the sign may maintain its existing location rather than being moved to meet current setback requirements). (ZO § 10.096)